

PROTECT YOUR VOTE OHIO

Revision #: 0

Date: 10/31/2012

Client: OH- PROTECT YOUR VOTE 2012

Estimate: 3186

Description: PROTECT YOUR VOTE OHIO NOV 1-NOV 6

Product: ISSUE 2 Market: Cincinnati

Media: TV

Flight Start Date: 11/1/12 5:00:00 AM Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

| | Revis | ion Comments: | | | | | | | | | | | |
|----------|-------|------------------------------------|------------|-------------------|------------------|------|------|------|------|--|------|------|-------|
| | | | | | | Days | Thu | Fri | Sat | Sun | Mon | Tue | Total |
| | Line | Daypart | Daypart | STN | STN | Dur | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | Spots |
| | No | Program | Code | Gross | Net | | | | | | | | |
| | | _ | | | | | | | | | (| | |
| ī | WKR | C-TV | 1 | | | | | | | | | | |
| 1 | | MTuWThF 6:30a-7:00a | D \ EM | \$1,200.00 | \$1,020.00 | 30 | 1 | 1 | 0 | 0 | . 1 | 0 | 3 |
| | | GD MRN CINN@6 | , | | | | | | | | î. | | |
| 6 | 13 | Sa 6:00a-7:00a | WK WK | \$800.00 | \$680.00 | 30 | 0 | 0 | 1 · | 0 | 0 | 0 | 1 |
| n | | • | Þ١ | | | | | | | | | | |
| 5 | 14 | Sa 8:00a-9:00a | W K | \$1,100.00 | \$935.00 | 30 | 0 | 0 | 1 | - 0 | 0 | 0 | 1 |
| . (| | SAT ER SHW-CBS | | | | | | | | | | _ | |
| 4 | 15 | Su 9:00a-9:30a | • WK | \$2,800.00 | \$2,380.00 | 30 | 0 | 0 | 0 | 1 | . 0 | 0 | 1 |
| ς. | 4.0 | SUNDAY MRN-CBS |) \ | #0.000.00 | #2 200 00 | 20 | 0 | 0 | 0 | 4 | 0 | 0 | 4 |
|) | 16 | 0u 5.50a-10.00a | I VVK | \$2,800.00 | \$2,380.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | l |
| S | 17 | SUNDAY MRN-CBS MTuWThF 5:30p-6:00p | EN | \$2,000.00 | ¢1 700 00 | 30 | 1 | 1 | 0 | 0 | 1 | 0 | 3 |
| (o | 17 | LOCAL12 NW-530< | | Ψ2,000.00 | φ1,700.00 | 30 | ' | ' | U | o i | ' | U | J |
| 1 | 18 | Sa 6:00p-6:30p | EN | \$1,000.00 | \$850.00 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| , | , , | NEWS | 1 | 4 .,000.00 | 4000.00 | - | | • | • | _ | | | χ. |
| 7 | 19 | Su 6:30p-7:00p | ↑ EN | \$1,200.00 | \$1,020.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| U | | NEWS Y | 0 ` | | | | | | 1 | The springers of the sp | - | | |
| (| 20 | MTuWThF 11:00p-11:35p | O JLN | \$2,800.00 | \$2,380.00 | 30 | 1 | 1 | ď | 0 | 1 | (1) | 4 |
| 1 | | LATE NEWS | 10 | | | | | | | | | | |
| O | 21 | Sa 11:00p-11:35p |) LN | \$2,800.00 | \$2,380.00 | 30 | 0 | 0 | 1 | 0 | - 0 | 0 | 1 |
| ý | | LATE NEWS T | | | | | | | | | T. | | |
| 1) | 22 | Su 11:00p-11:35p LATE NEWS | 2 LN | \$2,800.00 | \$2,380.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| 11 | | LATE NEWS | <i>(</i> ` | | | | | | | | Ì | | |





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Product: ISSUE 2

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Separation between spots: 10

| | | | | Days | Thu | Fri | Sat | Sun | Mon | Tue | Total |
|-------------------------|-----------------|--------------|------------|----------|------|------|------|------|------|------------|-------|
| Line Daypart No Program | | STN Gross | STN Net | Dur | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | Spots |
| WKRC-TV | | | | | | | | | | | 40 |
| | | | Tota | I Spots: | 3 | 3 | 4 | 4 | 3 | 1 | 18 |
| | Total Cost: \$3 | 36,100.00 | \$30,685 | 5.00 | | | | | | | |
| | Total | | | | | | | | | | |
| | NOV 12 \$3 | 6,100.00 | \$30,685 | .00 | | | | | | | 18 |
| | | | | | | | | | | | |
| | | | | | | | | | | Signature: | |



Summary by Station/System

Date: 10/31/2012

Client: OH- PROTECT YOUR VOTE 2012

Estimate: 3186

Media: TV

Description: PROTECT YOUR VOTE OHIO NOV 1-NOV 6

Product: ISSUE 2 Market: Cincinnati Flight Start Date: 11/1/12 5:00:00 AM

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

| Station | Total Spots | STN Gross PCT | STN Net PCT |
|----------------|----------------|------------------|------------------|
| WKRC-TV | 18 | \$36,100.00 100% | \$30,685.00 100% |
| //arket Total: | 18 | \$36,100.00 | \$30,685.00 |

Dienger, Whitney

From: Jacobs, Sarah

Sent: Wednesday, October 31, 2012 3:46 PM

To: Dienger, Whitney

Subject: FW: LN on Election Night for Issue 2??

From: Jacobs, Sarah

Sent: Wednesday, October 31, 2012 3:46 PM

To: 'Whitney Eversole'

Subject: RE: LN on Election Night for Issue 2??

Ok

Moving to Sat/Sun.

Thanks SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

Sent: Wednesday, October 31, 2012 3:45 PM

To: Jacobs, Sarah

Subject: Re: LN on Election Night for Issue 2??

Thbaks

Sent from my iPhone

On Oct 31, 2012, at 3:44 PM, "Jacobs, Sarah" < SJacobs@local12.com > wrote:

Did you really mean to order a spot in LN on Election night? I can move to weekend... Let me know

Sarah Jacobs

Local Sales Manager WKRC CBS 12/Local 12.2 The CW Cincinnati 513/763-5672

ORDER

| Orders 0 | Order / Rev: | 69450 | | | N. I |
|------------------------------|----------------------|--|------------------------------------|----------------------------|--------------------------------------|
| ∢ | Alt Order #: | | | | |
| | Product Desc: | Issue 2 | | | |
| Ш | Estimate: | 3186 | | Local 12 WKRC-TV | |
| Щ | Flight Dates: | 11/01/12 - 11/05/12 | Primary AE: | LSM LSM | |
| 0 | Original Date / Rev: | Rev: 10/31/12 / 10/31/12 | Sales Office: | CVG | |
| 0 | Order Type: | GENERAL | Sales Region: | Local | |
| | | | | | |
| Agency | Name: | Strategic Media Placement | | | |
| . | Buying Contact: | | Billing Type: | Cash | |
| М | Billing Contact: | | Billing Calendar: | Broadcast | |
| | | 7669 Stagers Loop | Billing Cycle: | EOM/EOC | |
| | | Delaware, OH 43015 | Agency Commission: | 15% | |
| Advertiser | Name: | Protect Your Vote Ohio | | | |
| | Demographic: | H | New Business Thru: | | |
| <u>a</u> . | Product Codes: | Issues/Propositions | Order Separation: | 00:10:00 | |
| Ф. | Priority: | P-1 | Advertiser External ID: | | |
| C | Revenue Codes: | S: AGY, POL-ISS, GEN | Agency External ID: | | |
| Bill Plan | | | | | |
| Start Date End Date | | # Spots Gross Amount Net Amount | # Spot | Gross Amount Ne | 8 |
| 10/29/12 11/05/12 | 5/12 | 18 \$36,100.00 \$30,685.00 | November 2012 18 Totals 18 | \$36,100.00 \$36,100.00 | \$30,685.00 0.00 \$30,685.00 0.00 |
| Account Executives | v | | | | |
| Account Executive | Sales | es Office Sales Region Start Date / End Date | ind Date Order % | | |
| LSM LSM | | Start Of Orde | Start Of Order - End Of Order 100% | , | |
| Order Share | | Share Total | | | |
| Local 12 WKRC-TV | | 40% \$36,100.00 | | | |
| Market | | 100% \$90,250.00 | | | |
| Competitive Share | | Share Total | | | |
| EKRC | | | | | |
| N CPCW | | \$54,150.00 00,08 \$0,00 | | | |
| WLWT | | | | | |
| WSTR | | | | | |
| XIXM | | 00.0\$ | | | |
| Ln Ch Start | End | Inventory Code Break Start/End Time | Time Days Len Spots | Rate Pri Rtg Type S | Spots Amount |
| WKRC | 11/05/12 | ncinnatCM 6:30 ncinnati (6:30 | 11 30 3 | \$1,200.00P-1 0.00 NM | 3 \$3,600.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | Weekdays Spots/Week Rate 11 2 \$1,200.00 1 \$1,200.00 | Rating 0.00 0.00 | | |
| N 2 WKRC 11/03/12 11/03/12 | | | 00 AM1- :30 1 | \$800.00P-1 0.00 NM | 1 \$800.00 |
| Start Date | End Date | 6a-8a Local 12 News Sat (6:00 AM-7:00 AM) 1, Weekdays Spots/Week Rate Rating | 00 AM) (\rangle Rating | , | |

\$1,100.00

0.00 NM

1 \$1,100.00P-1

330

| Section | Sect

CBS This Morning Satur&M Saturday Early Show

Start Date End Date
Week: 10/29/12 11/04/12
N 3 WKRC 11/03/12 11/03/12

Weekdays

End Date 11/04/12

Start Date Week: 10/29/12 Page 2 of 2

Local 12 WKRC-TV

11/01/12 - 11/05/12

Protect Your Vote Ohio Issue 2 3186 Product Desc: Estimate:

| Amount | \$1,100.00 | \$2,800.00 | | \$2,800.00 | | \$6,000.00 | | \$1,000.00 | | \$1,200.00 | | \$11,200.00 | | \$2,800.00 | | \$2,800.00 | |
|----------------|---|---|------------------------------|--------------------------------------|------------------------------|---|--|--|------------------------------|--|------------------------------|--|--|---|------------------------------|---|------------------------------|
| Spots | - | - | | _ | | ო | - | _ | | _ | | 4 | | ~ | | ~ | |
| Rtg Type Spots | 0.00 NM | 0.00 NM | | 0.00 NM | | 0.00 NM | | 0.00 NM | | 0.00 NM | | 0.00 NM | *** | 0.00 NM | | 0.00 NM | |
| Rate Pri | \$1,100.00P-1 | 1 \$2,800.00P-1 | | 1 \$2,800.00P-1 | | \$2,000.00P-1 | • | 1 \$1,000.00P-1 | | \$1,200.00P-2 | | \$2,800.00P-2 | | \$2,800.00P-2 | | \$2,800.00P-2 | |
| Len Spots | :30 | :30 | | :30 | | :30 3 | | 1:30 | | :30 | | :30 4 | | :30 | | :30 | |
| ime Days | 0 AM1- 0 AM) | 0 AM1 0 AM) | Rating 0.00 | 00 AM1 00 AM) | Rating 0.00 | 0 PM 111 | Rating 0.00 0.00 | | Rating 0.00 | | Rating 0.00 | / 1111- | Rating 0.00 0.00 | 1- | Rating 0.00 | /1 | Rating 0.00 |
| Start/End Time | 8:00 AM-9:00 AM (8:00 AM-9:00 AM) | 9:00 AM-9:30 AM (9:00 AM-9:30 AM) | Rate \$2,800.00 | 9:30 AM-10:00 AM | Rate \$2,800.00 | 5:30 PM-6:00 PM 1 (5:30 PM-6:00 PM) | <u>Rate</u> \$2,000.00 \$2,000.00 | 6p-630p | Rate \$1,000.00 | 630p-7p 🎷 | Rate \$1,200.00 | 11p-1135p , | Rate \$2,800.00 \$2,800.00 | 11p-1135p ′ | Rate \$2,800.00 | 11p-1135p | Rate \$2,800.00 |
| Break | y Satur&M now | ows CM | Spots/Week | r CM ews | Spots/Week | at FiveM s at Five | Spots/Week 2 | vs Sat CM vs Sat | Spots/Week | ws SurCM ws Sun | Spots/Week | 2 NewsCM 2 News 11 | Spots/Week 3 | 12 NwsCM 12 Nws 11 | Spots/Week | 12 NwsCM 12 Nws 11 | Spots/Week |
| Inventory Code | CBS This Morning Satur®M Saturday Early Show | CBS Sun Morning CBS Sun Morn News | Weekdays 1 | CBS Sun Morning CBS Sun Morn News | Weekdays 1 | 5p Local 12 News at Fiv&M 5p Local 12 News at Five | <u>Weekdays</u> 11 1 | 6pm Local 12 News Sat CM 6pm Local 12 News Sat | Weekdays 1- | 630p Local 12 News SurCM 630p Local 12 News Sun | Weekdays1 | 11p M-Su Local 12 New&M 11p M-Su Local 12 News 11 | Weekdays 111- 1 | 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 | Weekdays 1- | 11p Sa-Su Local 12 NwsCM 11p Sa-Su Local 12 Nws 11 | Weekdays 1 |
| End | 11/03/12 11/03/12 | 2 11/04/12 | End Date 11/04/12 | 2 11/04/12 | End Date 11/04/12 | | End Date 11/04/12 11/11/12 | 2 11/03/12 | End Date 11/04/12 | | End Date 11/04/12 | 2 11/05/12 | End Date 11/04/12 11/11/12 | 2 11/03/12 | End Date 11/04/12 | 2 11/04/12 | End Date 11/04/12 |
| Ln Ch Start | N 3 WKRC 11/03/1 | N 4 WKRC 11/04/12 11/04/12 CBS Sun Morning CBS Sun Morn Ne | Start Date Week: 10/29/12 | N 5 WKRC 11/04/12 11/04/12 | Start Date Week: 10/29/12 | N 6 WKRC 11/01/12 11/05/12 | Start Date Week: 10/29/12 Week: 11/05/12 | N 7 WKRC 11/03/12 11/03/12 | Start Date Week: 10/29/12 | N 8 WKRC 11/04/12 11/04/12 | Start Date Week: 10/29/12 | N 9 WKRC 11/01/12 11/05/12 | Start Date Week: 10/29/12 Week: 11/05/12 | N 10 WKRC 11/03/12 11/03/12 | Start Date Week: 10/29/12 | N11 WKRC 11/04/12 11/04/12 | Start Date Week: 10/29/12 |
| <u>,</u> 드 | რ Z | Z 4 | We | Z | We | 9 Z | We | r Z | We | ∞ Z | We | 6 Z | We We | N 10 | We | N 11 | |